



Rockville Events Sponsorship Opportunities

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City of
Rockville
Get Into It

www.rockvillemd.gov/events



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Connect With Us!



Letter from the Rockville Mayor

2019

Dear Past, Present and Potential Sponsors,

Welcome to the City of Rockville, the county seat of Montgomery County and home to 67,000 people. Our community is proud of our diversity, and our citizens are active, well-educated and have a

median income of just under \$100,000.

Part of what makes Rockville such a wonderful community is the wealth of recreational and cultural events hosted annually by the city's Recreation and Parks Department. Each year we strive to provide top quality events that celebrate the diversity and vibrancy of life in our city. *In 2019, we expect over 150,000 people to attend Rockville events.*

We invite you to partner with us by becoming a sponsor. Please take a moment to review this packet and explore our events and learn how you can promote your business while supporting the community.

We look forward to partnering with you in 2019.

Sincerely,



Bridget Donnell Newton
Mayor, City of Rockville



Who Attends City Events?

71% of Rockville's population **attended** an event in 2014.

84% of Rockville's median income is **higher** than the national average.

61% of Rockville residents have at least a **bachelor's degree**. 36% have a graduate or professional degree.

13 miles northwest of Washington, D.C. with a **stop on Metro's Red Line**.

Who Lives in Rockville?

66% Non-Hispanic White

25% Asian/Pacific Islander

13% Hispanic

5% African American

2% American Indian or Alaskan Native



Lunar New Year Celebration – Saturday, Feb. 16

Join the Asian Pacific American Task Force and celebrate the Lunar New Year at Richard Montgomery High School with free performances, information booths and samples of Asian cuisine. The Asian population is one of the fastest growing groups in Rockville and represents 25 percent of the city's total population.

EVENT SNAPSHOT

Annual website views: 1,600

Approx. attendees: 800

Website: www.rockvillemd.gov/lunarnewyear

Sponsorship Levels

Major Sponsor: \$1,000

- One sponsor-provided banner to be displayed at the venue
- Company name featured on various print materials
- Company name featured on the Lunar New Year webpage
- A minimum of two mentions on social media platforms
- City-provided onsite booth space, a 6-foot-long table and two chairs

Benefactor: \$500

- Company name featured on various print materials
- City-provided onsite booth space, a 6-foot-long table and two chairs

Patron: \$250

- Company name featured on various print materials
- Company name featured on the Lunar New Year webpage

See sponsor application on page 10.



Hometown Holidays – Saturday, May 25 and Sunday, May 26

Hometown Holidays (HTH) is Rockville's signature event, featuring live entertainment from local, regional and national performers. This unofficial kickoff to summer draws a crowd of 60,000 over Memorial Day weekend and offers fun for everyone.

EVENT SNAPSHOT

Annual website views: 90,000

Facebook page likes: 4,600

Approx. attendees: 60,000

Website: www.rockvillemd.gov/hth

Facebook: www.facebook.com/RockvilleHometownHolidays

See sponsor application on page 10.

Sponsorship Levels

Major Sponsor: \$7,500

- Naming rights to an onsite music stage
- Sponsor-provided banner to be displayed on an entertainment stage and two additional banners displayed on grounds
- Company logo and name featured on various print materials
- Company logo and name featured on the HTH webpage
- Company logo featured on the HTH onsite guide
- A minimum of four mentions on the HTH Facebook page
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- 12 passes to the sponsors and officials area on Saturday
- 60 Taste of Rockville tickets

Benefactor: \$5,000

- Two sponsor-provided banners to be displayed on grounds
- Company logo and name featured on various print materials
- Company logo and name featured on the HTH webpage
- Company logo featured on the HTH onsite guide
- A minimum of two mentions on the HTH Facebook page
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- Eight passes to the sponsors and officials area on Saturday
- 40 Taste of Rockville tickets

Patron: \$2,000

- Company name featured on various print materials
- Company name featured on the HTH webpage
- Company name featured on the HTH onsite guide
- A minimum of two mentions on the HTH Facebook page
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- Four passes to the sponsors and officials area on Saturday
- 20 Taste of Rockville tickets



Suds & Soles 5K – Saturday, June 22

Suds & Soles is an exciting 5K race produced in partnership by the Montgomery County Road Runners Club (MCRRC) and the City of Rockville. Proceeds from Suds & Soles benefit the Rockville Recreation and Parks Foundation, Inc., which supports the Rockville Recreation Fund, and MCRRC youth and beginning running programs.

EVENT SNAPSHOT

Website views: 16,400

Facebook page likes: 680

Approx. attendees: 1,000

Website: www.rockvillemd.gov/sudsandsoles

Sponsorship Levels

Pub Owner: \$5,000

- Company name added to race name
- One evening of packet pickup at your location, if desired
- Company logo on webpage, print materials and race bib
- Premier onsite booth space, 10'x10' tent, with a table and two chairs
- Minimum of six mentions on the race Facebook page
- One banner displayed in the finish area of the race (not to exceed 6' wide x 2' high)
- Recognition during race-day announcements
- Premium placement in virtual race bags
- Promotional message via text or email to race participants
- Six complimentary race entries

Brew Master: \$2,500

- Company logo on webpage and print materials
- Premier onsite booth space, 10'x10' tent, with a table and two chairs
- Minimum of four mentions on the race Facebook page
- One banner displayed in the finish area of the race (not to exceed 6' wide x 2' high)
- Recognition during race-day announcements
- Placement in virtual race bags
- Promotional message via text or email to race participants
- Four complimentary race entries

Brewer: \$1,000

- Company logo on webpage and print materials
- Onsite booth space, 10'x10' tent, with a table and two chairs
- Minimum of three mentions on the race Facebook page
- One banner displayed in the finish area of the race (not to exceed 6' wide x 2' high)
- Recognition during race-day announcements
- Placement in virtual race bags
- Three complimentary race entries

Brewer's Assistant: \$500

- Company logo on webpage and print materials
- Onsite table space
- Minimum of two mentions on the race Facebook page
- One banner displayed in the finish area of the race (not to exceed 3' wide x 2' high)
- Recognition during race-day announcements
- Placement in virtual race bags
- Two complimentary race entries

Bartender: \$250

- Company logo on webpage and print materials
- Placement in virtual race bags
- Minimum of one mention on the race Facebook page
- One complimentary race entry

See sponsor application on page 10.



Independence Day Celebration – Thursday, July 4

Entering its 54th year, the Rockville Independence Day celebration takes place on the grounds of Mattie J.T. Stepanek Park. The annual event attracts more than 30,000 people and includes live music, food and a colorful fireworks display.

EVENT SNAPSHOT

Website views: 37,000

Approx. attendees: 30,000

Website: www.rockvillemd.gov/independenceday

Sponsorship Levels

Major Sponsor: \$5,000

- One sponsor-provided banner to be displayed from the stage, and two sponsor-provided banners to be displayed on the grounds
- Company logo and name featured on the Independence Day webpage
- Company logo and name featured on various print materials
- City-provided onsite booth space, 10'x10' tent with a table and two chairs
- Acknowledgement from stage before the musical act
- Six passes to the VIP viewing area

Benefactor: \$2,500

- Two sponsor-provided banners to be displayed on the grounds
- Company logo and name featured on the Independence Day webpage
- Company logo and name featured on various print materials
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- Acknowledgement from stage before the musical act
- Four passes to the VIP viewing area

Patron: \$1,000

- One sponsor-provided banner to be displayed on the grounds
- Company logo and name featured on the Independence Day webpage
- Company name featured on various print material
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- Acknowledgement from stage before the musical act
- Two passes to the VIP viewing area

See sponsor application on page 10.



Movies in the Parks – Wednesdays, Aug. 7-28

Entering its fifth year, Movies in the Parks is a family-friendly movie series featuring four movies, on four nights, in four neighborhood parks. More than 300 people attended each movie during the 2018 series.

EVENT SNAPSHOT

Annual website views: 4,100

Approx. attendees: 300 per movie

Website: www.rockvillemd.gov/moviesintheparks

Sponsorship Levels

Presenting Sponsor: \$3,000

- Exclusivity in category
- Recognition as the Presenting Sponsor for the entire series
- Company logo featured on the Movies in the Parks postcard and poster
- Company logo on the Movies in the Parks webpage
- One sponsor-provided banner (up to 10 feet in length) displayed at each movie
- Verbal recognition at each movie as Presenting Sponsor
- City-provided booth space, 10'x10' tent with table and two chairs

Event Sponsor: \$500

- Company logo on the Movies in the Parks webpage
- City-provided booth space, 10'x10' tent with table and two chairs

See sponsor application on page 10.



Rocktoberfest – Saturday, Oct. 5

Rocktoberfest features two stages of entertainment, including German music and dance, German food, craft vendors, kids activities and beverages for sale from local breweries. This event attracted more than 5,000 people to Rockville Town Center this past year.

EVENT SNAPSHOT

Annual website views: 1,600

Approx. attendees: 5,000

Website: www.rockvillemd.gov/rocktoberfest

Sponsorship Levels

Major Sponsor: \$5,000

- Exclusivity in category
- One sponsor-provided banner displayed on stage, and two sponsor-provided banners to be displayed on grounds
- Company logo featured on the Rocktoberfest website
- A minimum of four mentions on the Rocktoberfest Facebook page
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- Company logo featured on onsite event handout

Benefactor: \$2,500

- Company logo featured on the Rocktoberfest website
- A minimum of two mentions on the Rocktoberfest Facebook page
- City-provided onsite booth space, 10'x10' tent with a table and two chairs
- Company logo featured on onsite event handout

Patron: \$1,000

- Company name featured on the Rocktoberfest website
- City-provided onsite booth space, 10'x10' tent with a table and two chairs
- Company name featured on onsite event handout

See sponsor application on page 10.



Rockville Antique and Classic Car Show – Saturday, Oct. 19

For more than 50 years, the Rockville Antique and Classic Car Show has graced the beautiful grounds of the Glenview Mansion at Rockville Civic Center Park, making it the perfect place for car enthusiasts to experience automobile history. The event puts more than 550 automobiles on display and features marques such as Cadillac, Ford, Studebaker and Jaguar, just to name a few. With more than 12,000 attendees annually, there is something for everyone, including food, music and a car-related flea market.

EVENT SNAPSHOT

Annual website views: 11,200

Facebook page likes: 1,120

Approx. attendees: 12,000

Website: www.rockvillemd.gov/carshow

Facebook: www.facebook.com/RockvilleCarShow

Sponsorship Levels

Major Sponsor: \$5,000

- Exclusivity in category
- One sponsor-provided banner to be displayed near the stage, and one displayed on event site
- Company logo featured on the car show webpage
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- One sponsor-provided marketing piece, no larger than 8.5"x11," in the car show registration packet
- A minimum of four mentions on car show Facebook page

Benefactor: \$2,500

- One sponsor-provided banner to be displayed on the event site
- Company logo featured on the car show webpage
- City-provided onsite booth space, 10'x10' tent with a table and two chairs
- A minimum of two mentions on car show Facebook page

Patron: \$1,000

- Company name listed on the car show webpage
- City-provided onsite booth space, 10'x10' tent with table and two chairs

See sponsor application on page 10.

2019 Event Sponsorship Application

Please print or type all information clearly.

Name of Business _____

Contact Name _____

Type of Business _____

Address _____

City _____ State _____ ZIP _____

Work # _____ Cell # _____

Email _____

Website _____

Facebook/Twitter/Instagram _____

Additional Contact Name _____

Phone # _____

Payment Method

Amount Paid: \$ _____

☐ Cash ☐ Check # _____

☐ MasterCard or ☐ VISA

Card # _____

Expiration Date: ____ / ____

CVC Security Code: ____ _

Signature (as it appears on card) _____

Lunar New Year Celebration | Feb. 16

- ☐ Major Sponsor (\$1,000) ☐ Benefactor (\$500)
- ☐ Patron (\$250)

Hometown Holidays | May 25 and 26

- ☐ Major Sponsor (\$7,500) ☐ Benefactor (\$5,000)
- ☐ Patron (\$2,000)
- Will you need electricity? ☐ Yes ☐ No

Suds & Soles 5K | June 22

- ☐ Pub Owner (\$5,000) ☐ Brewer's Assistant (\$500)
- ☐ Brew Master (\$2,500) ☐ Bartender (\$250)
- ☐ Brewer (\$1,000)

Independence Day Celebration | July 4

- ☐ Major Sponsor (\$5,000) ☐ Benefactor (\$2,500)
- ☐ Patron (\$1,000)

Movies in the Parks |

Wednesdays, Aug. 7, 14, 21, 28

- ☐ Presenting Sponsor (\$3,000) ☐ Event Sponsor (\$500)

Rocktoberfest | Oct. 5

- ☐ Major Sponsor (\$5,000) ☐ Benefactor (\$2,500)
- ☐ Patron (\$1,000)

(Note: no electrical available.)

Rockville Antique and Classic Car Show | Oct. 19

- ☐ Major Sponsor (\$5,000) ☐ Benefactor (\$2,500)
- ☐ Patron (\$1,000)

(Note: no electrical available.)

APPLICATION DEADLINE

Submit application at least six weeks before event.

SUBMIT APPLICATION

Submit this application by either email:

edeal@rockvillemd.gov

or by mail: City of Rockville,
c/o Development & Marketing Manager,
111 Maryland Ave., Rockville, MD 20850

QUESTIONS? CONTACT:

Elisabeth Deal, Development & Marketing
Manager, 240.314.8658, edeal@rockvillemd.gov

APPLICATION PROCESS

- Once you submit this application, the Special Events Manager will contact you within 48 hours.
- The Special Events Manager will email you an Agreement, Invoice and City of Rockville W-9.
- The payment will be processed and a receipt will be emailed.
- Detailed information about each event is emailed three weeks before each event.

Comments/Special Request: _____

Thank you for sponsoring a City of Rockville Special Event(s).
Please indicate the event(s) you're interested in and the sponsorship level.

www.rockvillemd.gov/events



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